



MENDOCINO COUNCIL OF GOVERNMENTS

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April 25, 2023

To: MCOG Board of Directors
From: Janet Orth, Deputy Director & CFO
Subject: Information Packet of May 1, 2023 Meeting - No Action Required

* * * * *

The following item is attached.

1. Community Outreach Summary Report – ChargePoint’s CEC Rural Electric Vehicle (REV) Charging Grant – MCOG assisted ChargePoint with community engagement to identify charger locations for its successful award under the [Rural Electric Vehicle \(REV\) Charging](#) grant program, which funded 25 chargers in the greater Ukiah Valley area. MCOG staff advertised widely and received survey responses and public comments from countywide residents, summarized in this report prepared by Loretta Ellard, Deputy Planner, and submitted to ChargePoint.

FINAL
COMMUNITY OUTREACH
SUMMARY REPORT

ChargePoint's California Energy Commission (CEC)
Rural Electric Vehicle (REV) Charging Grant

April 24, 2023

Mendocino Council of Governments

525 S. Main Street, Suite B

Ukiah, CA 95482

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INTRODUCTION

In support of ChargePoint’s grant application to the California Energy Commission (CEC), in March, 2022, the Mendocino Council of Governments (MCOG) sent a “Letter of Commitment” to the CEC committing to partner with ChargePoint to seek community input and determine the best locations for the installation of publicly accessible, rural electric vehicle (REV) charging infrastructure, to serve local communities’ needs.

ChargePoint’s CEC grant application was successful, and a project was awarded to install a total of 25 rural electric vehicle chargers at five separate sites in the greater Ukiah area. The project is envisioned to include a fast charging hub in central Ukiah, plus four additional sites to be located in the greater Ukiah area (Redwood Valley – Ukiah – Hopland). Each of the five sites are expected to include approximately five chargers.

PROJECT TIMELINE

MCOG staff met with ChargePoint staff in late 2022 to begin planning for a community and stakeholder outreach process in early 2023, with the following timeline:

- December 2022 – January 2023 – develop and advertise outreach materials and events
- February 15, 2023 – launch outreach process with online community survey/map tool
- February 16, 2023 – hold virtual Community Workshop
- February 22, 2023 – hold virtual Stakeholder Workshop
- March 15, 2023 – Close online survey/map
- April 14, 2023 – Submit Community Outreach Summary Report to ChargePoint

OUTREACH & ADVERTISING

MCOG conducted a thorough public outreach process, using a variety of methods, to solicit community and stakeholder input on where the new charging stations should be located in the greater Ukiah area (Redwood Valley – Ukiah – Hopland).

An extensive stakeholder and community email contact list was used to send workshop announcements and on-line survey announcements to community contacts, community based organizations, nonprofits, advisory boards, local governmental staff, and all ten Native American Tribes in Mendocino County. Efforts to reach disadvantaged and low-income communities were made by advertising the workshops and survey in English and Spanish in local media and through sending emails to local agencies that serve the disadvantaged community, and posting numerous informational flyers throughout the community.

Advertising methods included:

- December 28, 2022 – announcement of upcoming Community workshop and survey tool posted on MCOG’s website, and email sent to website subscribers

- January 26, 2023 – press release announcing Community and Stakeholder workshops and alternate ways to provide input, sent to local media
- January 30, 2023 – email invitation (in English & Spanish) sent to all 10 Tribes in Mendocino County announcing virtual Community and Stakeholder workshops, and alternate ways to provide input
- January 30 & 31, 2023 – email invitation (in English & Spanish) sent to extensive mailing list announcing virtual Community workshop and alternate ways to provide input
- January 31, 2023 – announcement with Zoom meeting information for Community workshop and Stakeholder workshop posted on MCOG’s website, and email sent to website subscribers
- January 31, 2023 – email invitation sent to Stakeholder mailing list announcing virtual Community and Stakeholder workshops, survey, and alternate ways to provide input
- February 1, 2023 – posted announcements of Community Workshop on four (4) local social media (Facebook) pages – *Redwood Valley Community Awareness & Information Group; Ukiah’s Community Bulletin Board; Ukiah Area: Neighbors Helping Neighbors; Willits CA 95490 Community Awareness Information page*
- February 17, 2023 – email reminder sent to Stakeholders re: Stakeholder workshop
- February 24, 2023 – email reminder sent to local agency representatives inviting people to take survey
- March 2, 2023 – email sent to Community mailing list inviting people to take survey
- March 2, 2023 – Shasta Regional Transportation Planning Agency (RTPA) shared information on social media (Facebook and Twitter)
- March 10, 2023 – press release inviting community members to take survey, sent to local media
- March 10, 2023 - posted flyer with survey link on three (3) local social media (Facebook) pages - *Willits CA 95490 Community Awareness Information Page; Willits Fan Club Page; Ukiah/Willits Buy Sell Page*
- March 2-3, 2023 – posted flyers at following locations: Burger King (6); Downtown Ukiah (10); Mendocino College (13); Raley’s (13), Redwood Valley Market (1); Super Chavez Market (1); Ukiah City Parking Lot (6); Ukiah Co-op (1).
Total: 51 flyers posted (*6 on bulletin boards, 22 at ChargePoint Chargers, 23 at Tesla Superchargers*)

GENERAL OBSERVATIONS

Comments from community members identified various preferred charging locations during the public and stakeholder outreach process.

Some more popular locations included the following:

Redwood Valley Area

Redwood Valley Store

Coyote Valley Casino/Gas Station

Downtown Redwood Valley

Ukiah Area

Raleys Shopping Center, near Hwy 101 on & off ramps

Ukiah Co-op/Natural Foods Store

Ukiah Library

Ukiah Valley Medical Center/Hospital

Ukiah City Hall

County Administrative Center

Downtown Ukiah

Talmage Road/Airport Park Blvd (Walmart, Friedman's, Costco)

Hopland Area

Downtown Hopland

Brutocao Cellars

ONLINE SURVEY RESULTS

79 survey responses received

Q1 – Do you drive an electric vehicle (EV) or plug-in hybrid vehicle?

Answered: 79; Skipped: 0

Yes – 65.82%

No – 34.18%

Q2 – Do you live or work in project area (Redwood Valley to Hopland)?

Answered: 78; Skipped: 1

Yes – 63.29%

No – 35.44%

Q3 – Generally, where should these accessible charging stations be built for public access?

Answered: 77; Skipped: 2

Commercial Stores – 58 votes – 73.42%

Parks – 44 votes – 55.7%

Hospitals/Health Facilities – 36 votes – 45.57%

Public Libraries – 34 votes – 43.04%

Fueling/Convenience Stores – 33 votes – 41.77%

Government Offices/Service Centers – 33 votes – 41.77%

Community/Resource Centers – 31 votes – 39.24%

Other – 20 comments - 25.32%

Locations listed under “Other” category included:

Restaurants/Fast Food/Close to Dining – *10 comments*

Near Restrooms/Clean Public Restrooms – *3 comments*

Bus Stops

Schools
Movie Theaters
Hotels
Shopping
Casinos
City Streets
Parking Lots
Jobs and places where people go regularly and stay for several hours
Brutocao Cellars, Hopland
Talmage exit (Ukiah) around Friedmans, Walmart area, and stores across street

Q4 – One of the goals of our project is to provide EV charging access in rural areas that are not served or inadequately served by charging stations. In your opinion, what geographical locations in the greater Ukiah area (extending as far north as Redwood Valley, and as far south as Hopland) should be considered, and why?

Redwood Valley – *approx. 15 comments, including:*

Downtown Redwood Valley
Redwood Valley Market
Coyote Valley Casino
Redwood Valley Grange
McCarty's Bar
Redwood Valley Wineries & Tasting Rooms

Ukiah – *approx. 28 comments, including:*

Ukiah High School
Ukiah Natural Foods Co-op
Ukiah Library
Ukiah Valley Medical Center/Adventist Hospital/Hospital - Hospital Drive
Ukiah City Hall
Downtown Shops & Businesses
West Perkins/North Oak Parking Lot

East Standley/North Main Parking Lot
Parking Locations near Ukiah Farmer's Market
Pear Tree Shopping Center; JC Penney Parking Lot
Talmage – Airport Park Blvd – Walmart, Costco, Friedman's
Mendocino College
Park and Rides; Large Parking Lots, Store Parking Lots
Near Transit Hub
City Parking Lot next to old Post Office
Crossroads Shopping Center/North Ukiah near US 101
Close to on and off ramps; near highway
Grocery Stores, Shops, Big Box Stores, Domestic Stores
As part of street parking
North end of Ukiah
South end of town
Readily available space without a lot of extra construction
North Ukiah near Fork's Ranch Market
County offices on Low Gap Road; Government Buildings
East side of Ukiah – near Post Office, DMV, Kohls
Court buildings, new courthouse expansion
County or State Parks; Parks
Restaurants
Hotels
All areas of Ukiah

Hopland - *approx. 25 comments, including:*

Hopland, Downtown
Hopland Gas & Mart Gas Station 13502 US-101
Brutocao Cellars, Hopland
Wineries, Hopland Pub, Shops, Post Offices, Plazas, Banks

Miscellaneous

Calpella

Willits

Boonville

Talmage

The Coast

Near food and bathrooms

101 corridor

Easy visibility and access from major highways and roads

Greatest population and tourism, greatest income per family

Existing gas stations only

Near downtown – to support local businesses

Where businesses are open late at night, near areas with lighting for safety

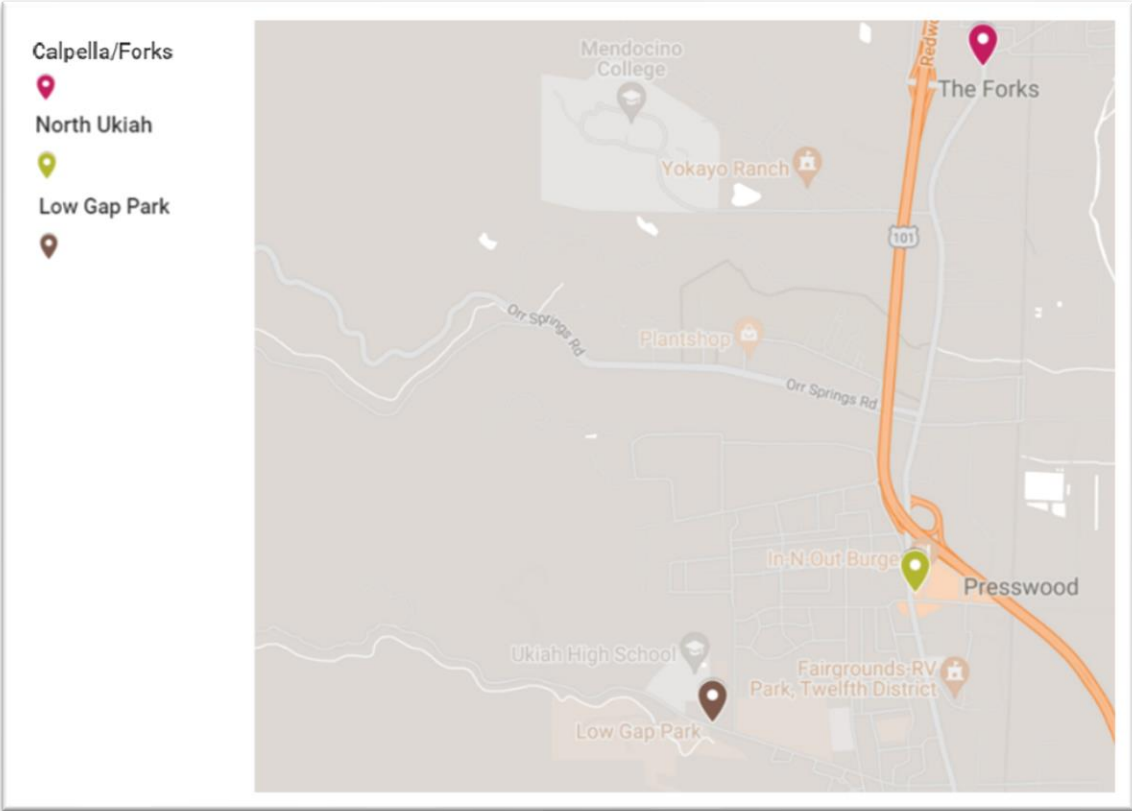
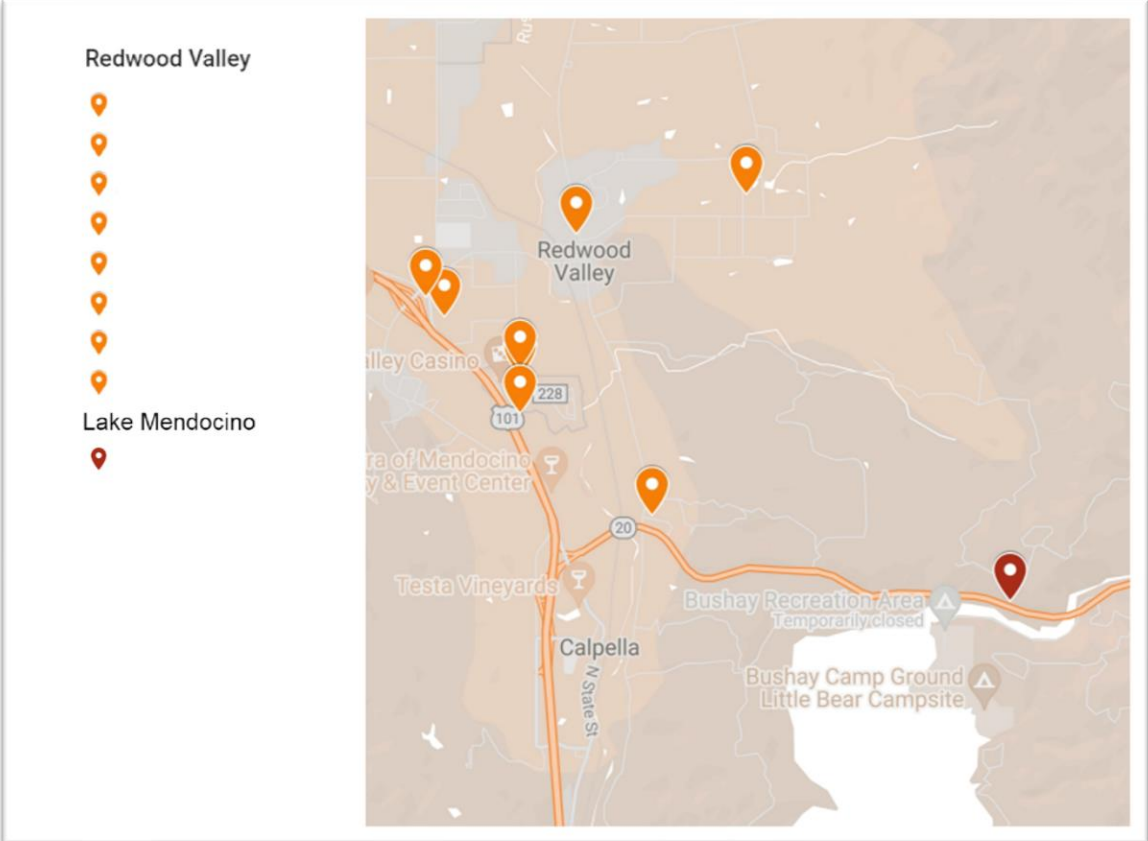
Along the Anderson Valley and Willits Roads to the Coast

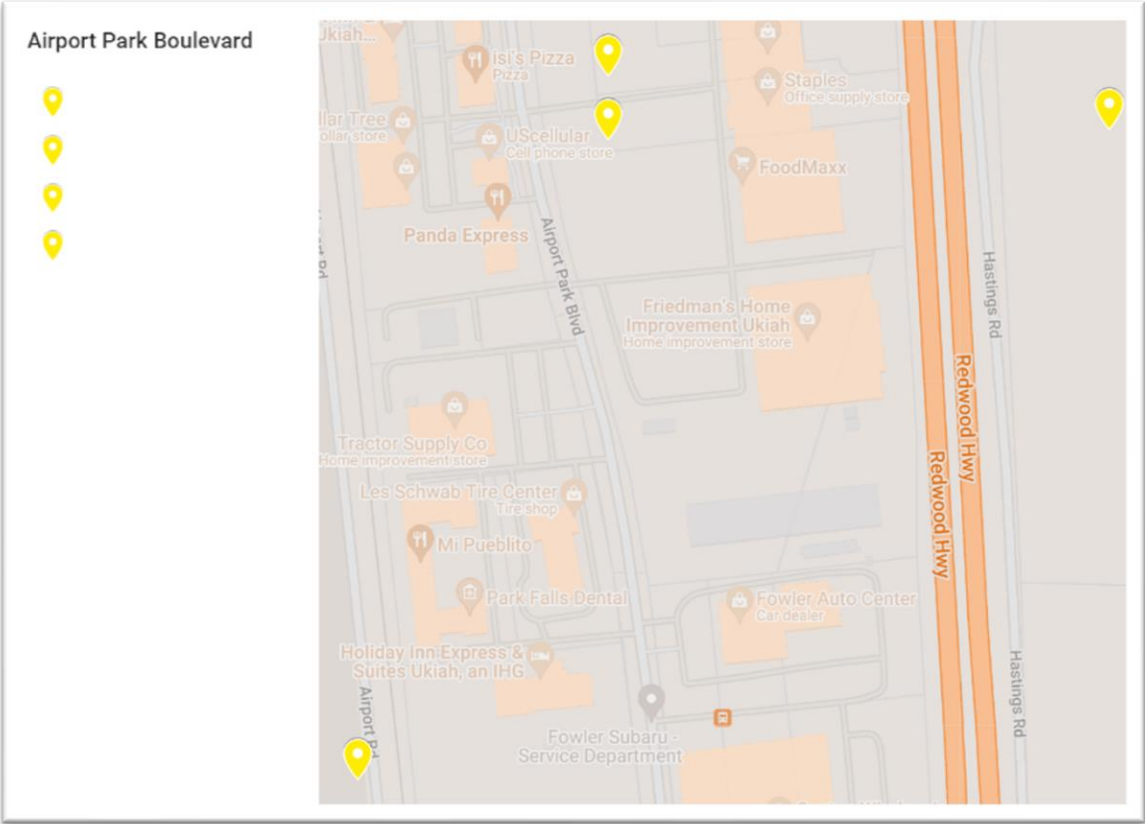
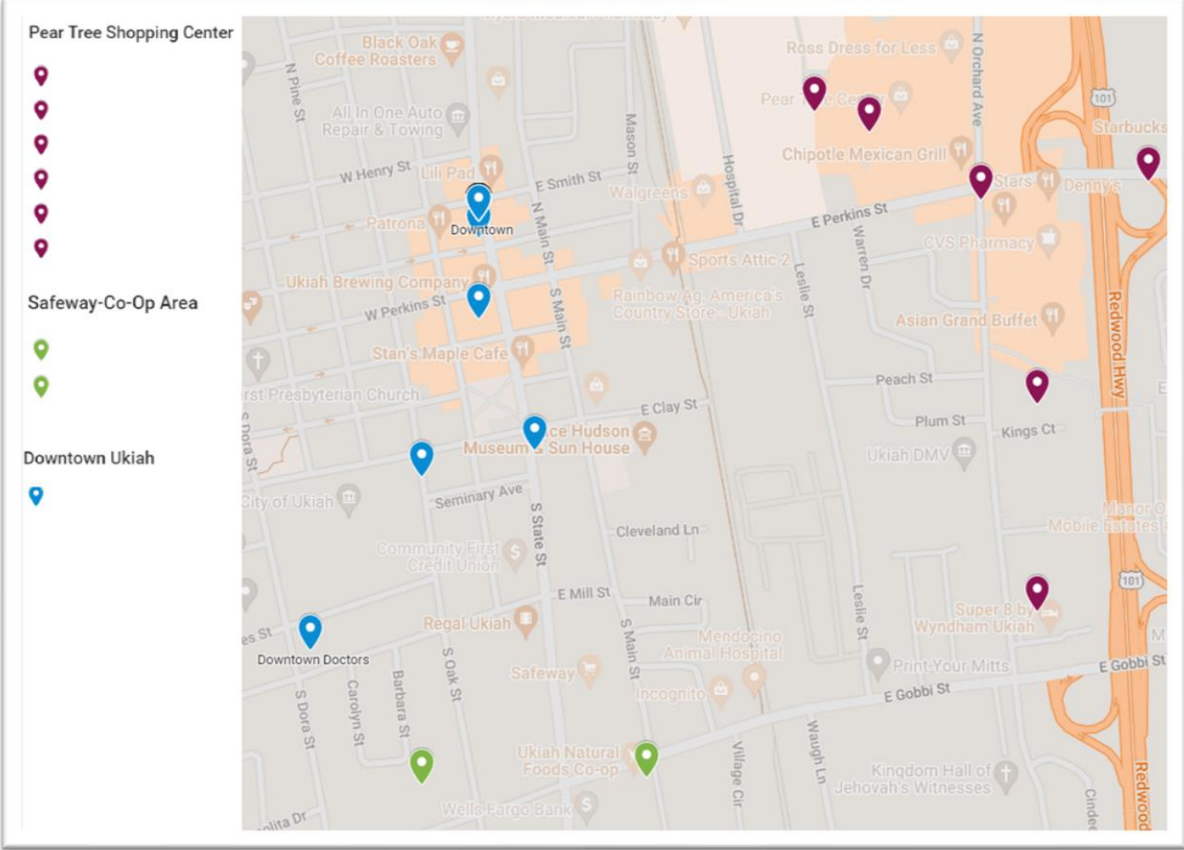
Everywhere, every town

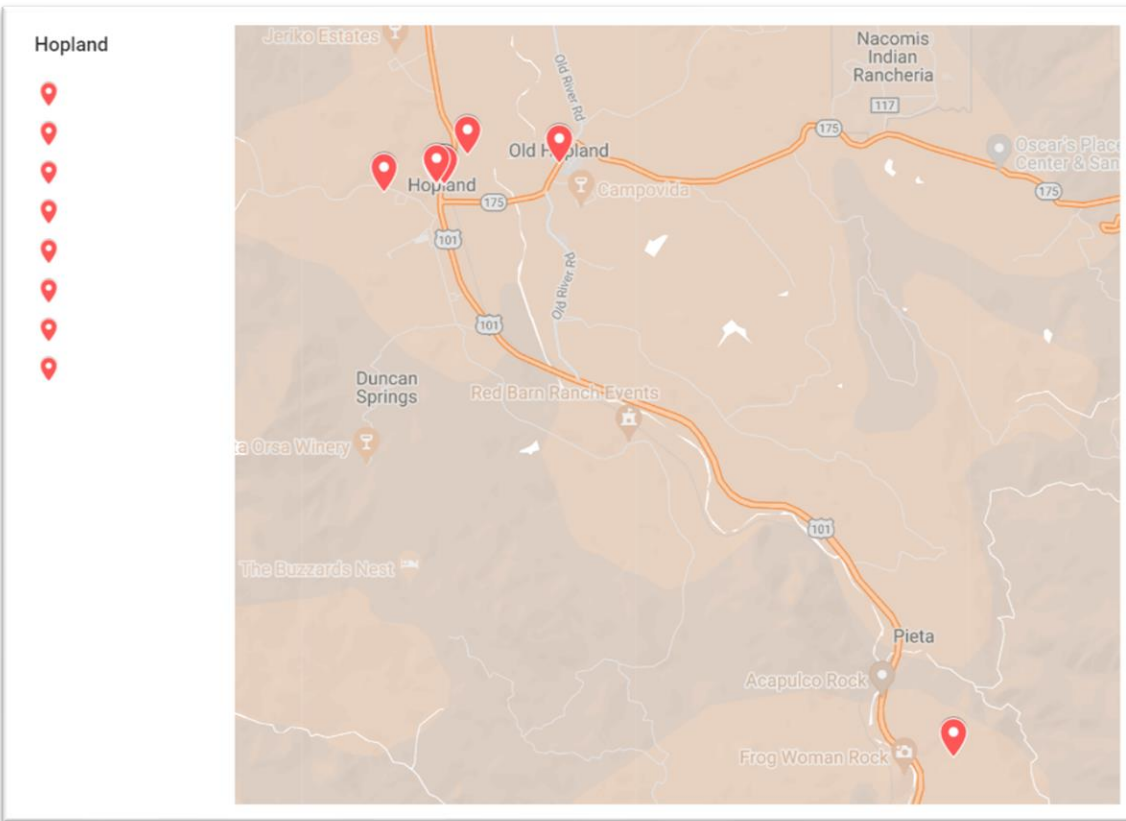
NOT at Costco, Safeway, big chain companies

Q5 – Pin your top priority location. *See weblink and images below.*

[Weblink to Map Data](#)







Q6 – Please provide any additional comments you may have.

Comments in this section included the following suggested locations:

- Near restrooms
- Near food
- In “safe” areas
- West Road, Redwood Valley, bus stop at Hwy 101
- East Road, Redwood Valley, south of fire station
- Airport Blvd shopping area, Ukiah
- Along Mendocino coast, Hwy 1
- Along south coast, Manchester – Gualala
- Willits, Redwood Valley, Ukiah, Hopland/Old Hopland
- Redwood Valley Grange
- Every 150 miles on Hwy 101
- Route 20 to coast, Hwy 128
- At schools, at governmental agencies
- Areas with easy access, ability to make productive use of time
- At existing fuel stations

Comments Received via Email – *11 comments*

Comments received via email included the following suggested locations:

- Along Highway 101 corridor
- Hotels/models
- Businesses where people spend an hour or more
- Downtown shopping areas of each city, near Courthouse, near local cafés
- Walmart/Friedman's area
- Pear Tree Center, Perkins Street, Ukiah
- County Administration Center, Low Gap Road, Ukiah
- Co-op, Ukiah
- Along Highway 128 - Boonville, Navarro, Philo, Yorkville Highlands
- Commercial hubs, within walking distance to restaurants, grocery stores, shopping, or recreation destinations
- Downtowns of Boonville, Mendocino, Fort Bragg, Point Arena, Elk and Gualala
- Level 3 cluster on north end of downtown Willits
- Level 3: Redwood Valley - within a block from Redwood Valley Market/Post Office/La Palapa
- North Ukiah - Raley's parking lot close to State St.
- Downtown Ukiah - within a block from Oak St between Black Oak Coffee and Regal Ukiah movie theater
- South Ukiah - Friedman's Home Improvement parking lot close to Airport Park Blvd
- Hopland - within a block of 101 near Post Office and restaurants
- Albion Little River Fire District, behind Albion Market.
- At every gas station
- Hwy 101 at Hwy 175
- Area to the east of the hotel in Hopland
- Shopping center at the base of Willits grade
- Downtown Redwood Valley, behind new Testa coffee shop
- Eagle Peak parking lot to the west
- Burger King lot on East Perkins
- CVS lot on the west side

Virtual Community Workshop – held February 16, 2023

On February 16, 2023, representatives from MCOG and ChargePoint held a virtual Community Workshop (*via Zoom*) to present information to community members on ChargePoint's California Energy Commission (CEC) grant to install 25 new EV charging stations in the greater Ukiah area (Redwood Valley – Ukiah - Hopland), and to invite public input. Attendees were invited to comment on where the stations should be located, and to take the online survey. Information on alternate methods of how to submit written comments (via U.S. mail and e-mail) was also provided.

The workshop was widely advertised by MCOGC through email contacts, press releases, social media postings, and on MCOG's website. Efforts to reach disadvantaged and low-income communities were made by advertising the workshop in local media and through sending emails to local agencies that serve the disadvantaged community, as well as to all ten local Tribes.

Attendance for the community workshop included approximately 14 attendees, five of which were MCOG and ChargePoint representatives.

Suggested locations are summarized below:

- Willits (fast charger)
- Ukiah Co-op
- CVS parking lot, Ukiah
- Hopland, Redwood Valley, off Hwy 101 (fast chargers)
- Coyote Valley Reservation/casino, gas station
- Near restrooms, restrooms with 24 hour access
- Near food, local restaurants
- Jensen's Truck Stop, Ukiah (24 hour access, easy on/off freeway access)
- Boonville Fairgrounds (owned by County)
Fueling stations - open 24 hours, have lighting and people around.
- Boonville gas station. Boonville County maintenance yard
- Downtown Hopland
- Ukiah Valley Medical Center (Adventist Hospital)
- Both in town, and near freeway locations
- Near schools, Mendocino College
- Hopland, Brutocao Cellars
- Extended Stay America at North State & West Lake Mendocino (Ukiah)
- Disperse fast chargers throughout project area, not only in Ukiah

Virtual Stakeholder Workshop – held February 22, 2023

On February 22, 2023, representatives from MCOG and ChargePoint held a virtual Stakeholder Workshop (*via Zoom*) to specifically hear from local stakeholders on where 25 new EV charging stations (funded by CEC grant) should be installed, in the greater Ukiah area (Redwood Valley – Ukiah – Hopland). Attendees were invited to comment on where the stations should be located, and to take the online survey. Information on alternate methods of how to submit written comments (via U.S. mail and e-mail) was also provided.

Attendance at the stakeholder workshop included approximately 11 attendees, five of which were MCOG and ChargePoint representatives, and five of which were representatives from the County of Mendocino. There was also one representative from Caltrans.

Suggested locations and comments are summarized below:

- Install chargers for local commuters – for those who don't have charging stations at home, including renters. Also, at grocery stores, Costco, Walmart.
- The County received a separate grant for chargers at the County Administration Center on Low Gap Road, and at the Yokayo/Social Services Building, Ukiah. The Low Gap site is near ball fields and schools, and the Yokayo site is near the Co-op and other public use facilities. The idea is to have chargers publicly available during off hours when people are not at the Admin center, with County vehicles charging in the evening hours.
- County representatives expressed a desire to coordinate with ChargePoint on co-locating chargers. ChargePoint representative will need to look at list of other properties County provided, and will check on grant requirements and follow up with County staff.
- Maintenance of chargers, and warranty issues, were discussed. If chargers are placed on County property but County is not the owner/operator, a site agreement lease would need to be negotiated. If County is owner/operator, County may set policies to offset initial investment and pay utility bills. County would need to do analysis on the return of investment.
- County will be looking at future locations in Redwood Valley, Willits (*possibly at Library*), Fort Bragg, Point Arena, and eventually Covelo, coast, and north county. County is interested in partnering with ChargePoint on future locations.